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## **PROFESSIONAL PROFILE**

A motivated and committed professional with excellent interpersonal, communication and analytical skills with extensive experience and success with the development and execution of public relations and community outreach in forging key relationships, building interest across local communities with the ability to assist in diverse populations. Successful experience in government, community based organizations and the private sector. A disciplined leader with problem solving skills, trustworthy in the handling of sensitive information. Administrative experience in organizational leadership, personnel supervision and office management. Enthusiasm for building relationships and working with the community to create preventive solutions and a demonstrated ability to use discretion wisely and make positive impressions within the community.

## **PROFESSIONAL EXPERIENCE:**

**City of Milwaukee- Office of the Mayor- Staff Assistant to the Mayor** **May 2011 to Present**

**State of Wisconsin- Office of the Governor- Deputy Director** **June 2008 to January 2011**

- To provide the development and implementation in public relations, community outreach and constituent services to ensure positive outcomes on behalf of the Governor to support and promote his agenda.
- This position ensures delivery of effective liaison services between the Governor's office and the public.
- This requires a high level of sensitivity and professionalism as they have a major impact on the impressions that constituents have of the Governor.
- Collaboration and relationship building with the following: Office of the President of the United States, President's appointed Cabinet members and their staff's, Governor's appointed Cabinet Secretaries, Deputy Secretaries and Executive Assistants.
- Communication with members in Federal, State, City and County departments, as well as all Elected Officials and their staff members.
- Establish and maintain extensive contacts with diverse individuals, private, public, non-profit organizations and business groups.
- Staffing the Governor at scheduled events and create briefing reports for the Governor with appropriate information regarding the event.
- Organize, execute and advance public and private events and media press conferences for the Governor.
- Serve as an Ambassador for the Governor at community events and meetings with the ability to perform public speaking duties in English and Spanish when needed in order to effectively represent the Governor.
- Serve as the Latino Community Advisor to the Governor on all issues that are affecting the Latino Community in Wisconsin. Serve as the Latino constituent contact person for the Latino community and Spanish speaking constituents.
- Provide leadership to the development of a successful community outreach plan for implementation to enhance the perception of the Governor's office.
- Monitor the process of the development and maintenance of a database system relating to constituent relations.
- Develop a community report to use as a guide for recognizing future issues that need analysis and a way to measure success in the community related to the Governor's agenda.

**continued, State of Wisconsin, Governor's Office, Deputy Director:**

- Develop systems and procedures for efficient operations and facilitate the screening and evaluation of correspondence, contacts and reports directed to the Governor to determine proper handling and response.
- Identify the sensitive issues and coordinate through Constituent Services Director to ensure responses are consistent and proper staffs are notified.
- Perform necessary research in order to provide accurate and appropriate response to inquiries or concerns.
- Prepare summaries of findings and develop special reports, briefing reports and recommendations when needed.
- Monitor the operations and provide management oversight and directions to the Governor's office staff.
- Assist with the recruitment and management for the office interns.

**Marshall & Ilsley Bank- Mortgage Banker/Bilingual**

**October 2005 to June 2008**

- Arrange and meet with prospective diverse clients to obtain residential financing and banking services.
- Analyze the prospective borrower's financial status, income and debt; prequalify the borrower's to determine the maximum loan that the borrowers may qualify for.
- Educate each borrower about the different types of financial and loan products available and demonstrate how closing costs and monthly payments vary under each product.
- Collect financial information required by the lender, including being able to understand and read tax returns- personal and/or business, bank statements and other related documents that are part of the application process.
- Assist borrower's to understand and resolve credit problems.
- Initiate and order verifications of employments, deposits, mortgages, appraisals and inspections.
- Maintain consistent contact with each borrower, realtors, title companies, attorneys, dealers and/or any other involved third party, between the submission of an application and any closing to apprise each of them as to the status of the application and to gather any additional information required.
- Work with a wide variety of diverse clientele. Specialize in Spanish speaking clientele and Spanish speaking community.
- Facilitate and educate borrowers and future clients by administering home buying, financial and credit seminars in the community.
- Have the ability and knowledge to cross sell other bank products to provide to our client's for their best interest.
- Work closely with real estate agents, appraisers, title companies and other lenders to ensure a streamline process.
- Member of the M&I Bank Diversity and Inclusion Advisory Council Board.

**JPMorgan Chase Bank- Mortgage Banker/Underwriter**

**May 2005 to October 2005**

- Responsible for managing the front- end customer and banker experience to include initial credit approval for mortgages and home equity loans.
- Responsible for the full underwriting of each loan, credit decisions as well as processing loan requests in an attempt to maximize client's needs.
- Responsible for recognizing strong credit knowledge, product and policy expertise and strong analytical abilities.
- Up- selling if it was in the best interest of the client. Educate the client on different loan and bank products.
- Develop business network resources for loan referrals.

**MidAmerica Bank- Mortgage Banker/ Bilingual**

**April 2004 to May 2005**

Please read above, job description same as Marshall & Ilsley Bank.

**GSF Mortgage Corp. - Mortgage Loan Originator                      October 2001 to April 2004**

Please read above, job description same as Marshall & Ilsley Bank.

**EDUCATION:**

Marquette University- Milwaukee, Wisconsin- June 1987- May 1992  
School of Arts and Sciences, Major, International Relations/ Minor, Spanish

**COMMUNITY and PROFESSIONAL AFFILIATIONS:**

- Board Member, Visit Milwaukee, Multicultural Advisory Committee
- Board Member, Driver's License Accountability Board of Milwaukee County
- Board Member, Planned Parenthood of Wisconsin- (PPWI)
- Board Member, Latino Community Center- (LCC)
- Board Member, Safe and Sound- on behalf of Mayor Tom Barrett
- Advisory Council Board Member, Boys & Girls Club- Don & Sallie Davis Club
- Advisory Committee Member, Boys & Girls Club- Governmental Relations Committee
- Advisory Council Board Member, Milwaukee Public Schools- TEAM UP College Access Center
- Advisory Committee Member, Scholarship Programs- SSOI- Roberto Hernandez Center- University of Wisconsin-Milwaukee
- Advisory Committee Member, Cultural, Artistic and Musical Program Advisory Committee, Milwaukee County, (CAMPAC)
- National Member, United States Council on Latino Affairs
- National Member, United States Hispanic Leadership Institute
- Member, 2010 U.S. Census, Complete Count Committee Partner, City of Milwaukee
- Member, Hispanic Chamber of Commerce of Wisconsin- (HCCW)
- Member, League of United Latin American Citizens- (LULAC)
- Member, Hispanic Professionals of Greater Milwaukee- (HPGM)
- Member, Hispanic Business Professionals Association of Racine- (HBPA)
- Member, Waukesha Hispanic Collaborative Network

**COMMUNITY and VOLUNTEER INVOLVEMENT:**

- Mentor, Latino Non-Profit Leadership Program- University of Wisconsin- Milwaukee
- Hispanic Professionals of Greater Milwaukee-Membership and Scholarship Committees
- Spanish Speaking Outreach Institute (SSOI)- 40<sup>th</sup> Anniversary Celebration Committee, Roberto Hernandez Center/University of Wisconsin-Milwaukee
- Robert Hernandez Center- UWM- Latino Student Fund Committee
- Clark Square Neighborhood, Governance Structure Committee
- Mexican Fiesta- Milwaukee and Racine Festivals
- UMOs- Hispanic Awards Committee, Cinco de Mayo/ Mexican Independence Day Celebrations
- Director of Fund Development, Honorable Judge Phil Chavez Campaign
- Fund Development Committee, Honorable Judge Pedro Colon Campaign
- Milwaukee Public Schools- volunteer

**REFERENCES:**

Will be provided upon request.